

Pubcon Vegas 2019

Stop Making Our Industry Look Bad

Presented by:
Scott Hendison
October 2019



Search Commander, Inc. ■ ■ ■



@shendison

#pubcon

Thank you to the Pubcon staff. It's an honor to be back again...

About Me

- Who am I?



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I ran a new & used... and found myself with over 4000 software titles in 1999.
Today I work with both clients and agencies as their in-house go-to for SEO.

SPAM Congratulations! You have been nominated



Samantha Lee <SamanthaLee@shootpro.icu>

Reply

Reply All

Forward



Mon 10/7/2019 9:25 AM

 If there are problems with how this message is displayed, click here to view it in a web browser.

PROFESSIONAL
Who'sWho®

America's Most Trusted and Accomplished
Individuals Since 1898

Dear Valued Candidate,

Congratulations, you've been nominated for Who's Who in America! I am writing to ask if you would provide us with information about your personal and professional accomplishments for possible inclusion in our upcoming **2019 edition**.

Simply [click this link](#) and enter the details about all of your credentials and accomplishments. To help our editors compile the most accurate biographical reference resource possible, we ask that you complete the biographical data submission form within **10 days of receipt**.



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I know it's legit because it came from shootpro.icu

About Me

- Who am I?
- Why this topic?



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About Me

- Who am I?
- Why this topic?



Scott Hendison @shendison · Oct 18, 2018

If I were asked the @Pubcon final panel question, what's the worst thing happening now, I'd have answered "businesses getting raked by bad actors in our industry".



4



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Bad Actors

- I used to be proud to say I did SEO



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It had a certain mystique, and it was something that nobody knew anything about.
Now my dentist wants to give me Facebook advertising tips.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years



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Needless to say, reactions have changed over the years, and people are less impressed, and a lot more skeptical.



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Now they look at me like I'm selling time shares on the beach in Mexico

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"



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Even saying digital marketer has a "yucky" feel to it, at least to me.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE



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Just my opinion, but our industry seems to love them. My grandmother used to have a recorded message before her phone even rang...

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE
- "I work with Google"



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Or, "I'm calling about your Google listing". Salespeople that get through and say this on the phone are total slimeballs, just preying on the weak.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE
- "I work with Google"
- A lot of legitimate agencies do make honest mistakes



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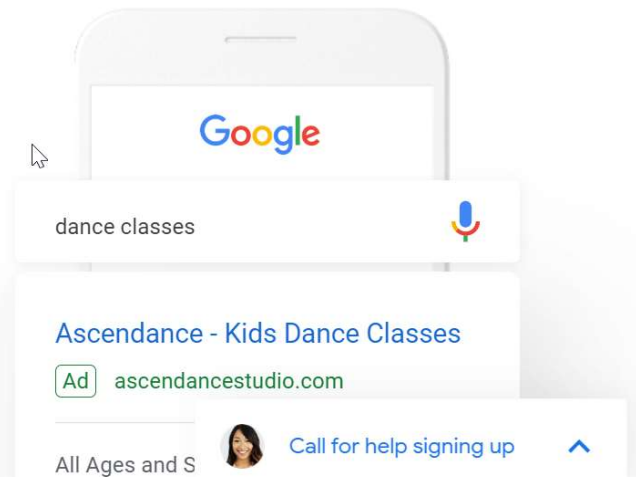
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I'm not trying to cast a bad light on all of you, but I think we all have a responsibility that extends past getting the signature on the contract.

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.



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Google Ads

- Client Access



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Some agencies ONLY provide reporting, and not full access to Google Adwords? I think that's wrong.

Google Ads

- Client Access
- Account Ownership



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Not only should they have access, they should OWN the account and pay the bills. One agency that I consult for had to pay state income tax on over \$400k in Google Ad spending, which they got reimbursed for from their client

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership



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There's nothing wrong with using Leadpages and the like, but make it 100% clear to clients so they don't get bent out of shape later.

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors



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This can be a sticky situation. I personally think it's a total conflict of interest, but you need FULL DISCLOSURE if you do this.

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend



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How can this NOT be a conflict of interest? It's like when I sold health insurance...

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend
- Account changes log



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I've yet to talk to a client who even knew this existed.

Google Marketing Platform

For Small Businesses

For Enterprises

Resources

Blog

PartnersSupport

Analytics

OverviewBenefitsFeaturesCompare

Sign in to Analytics

Start for free

Get to know your customers.

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

Start for free

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Google Analytics

Google Analytics

- Who owns the GA account?



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Clients should own their own GA account, and I see it as my responsibility to make sure that's the case.

The screenshot displays the Google Analytics 'All accounts' view. The interface is divided into three main columns: 'Analytics Accounts', 'Properties & Apps', and 'Views'. The 'Views' column shows a list of views for the selected account, with the ID 'ua-xxxxxx-51' highlighted in red. The 'Properties & Apps' column shows a list of properties and apps. The 'Analytics Accounts' column shows a list of accounts. The interface includes a search bar at the top, navigation tabs (All, Favorites, Recents), and a 'Visit Platform Home' link. The bottom of the image features a banner with logos for PUBCON, Search Commander Inc., and @shendison, along with the hashtag #pubcon.

This is an agency I work with that began their own Analytics accounts for clients over 10 years ago, and to this day they're dealing with clients finding out they don't own their accounts.

The screenshot shows the Google Analytics Help Center interface. At the top, there's a navigation bar with 'Analytics Help', a search bar labeled 'Describe your issue', and a user profile icon. Below this, the 'Help Center' tab is selected, with 'Community' as an alternative. The main content area features the article 'Move a property' with the subtext 'Move a property from one account to another.' A red text overlay 'bit.ly/movingGA' is positioned above the article title. To the right of the article, a sidebar titled 'Manage accounts and users' lists several options: 'About properties', 'Set up a property', 'Edit a property', 'Move a property', 'Delete a property', and 'Google Analytics linking and property moving'. Below the article title, a section 'In this article:' lists sub-topics: 'About moving properties', 'Things to keep in mind', and 'How to move a property'. At the bottom of the article, the text 'About moving properties' is visible. The footer of the page contains logos for 'PUBCON', 'Search Commander Inc.', a Twitter handle '@shendison', and the hashtag '#pubcon'.

Analytics Help

Describe your issue

Help Center Community

Analytics Fix issue

bit.ly/movingGA

Move a property

Move a property from one account to another.

In this article:

- About moving properties
- Things to keep in mind
- How to move a property

About moving properties

Manage accounts and users

- About properties
- Set up a property
- Edit a property
- Move a property
- Delete a property
- Google Analytics linking and property moving

PUBCON

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A couple of years ago, google finally made it possible to move properties to a different GA account - bit.ly/movingGA

Google Analytics

- Who owns the GA account?
- Analytics History Lost



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I'm still seeing agencies start brand new Analytics accounts for clients. Why? Just lazy? So they can't compare stats to LY?

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access



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This should go without saying. They SHOULD have not only access, but full admin access too. If they don't, then its your job to get it for them.

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic



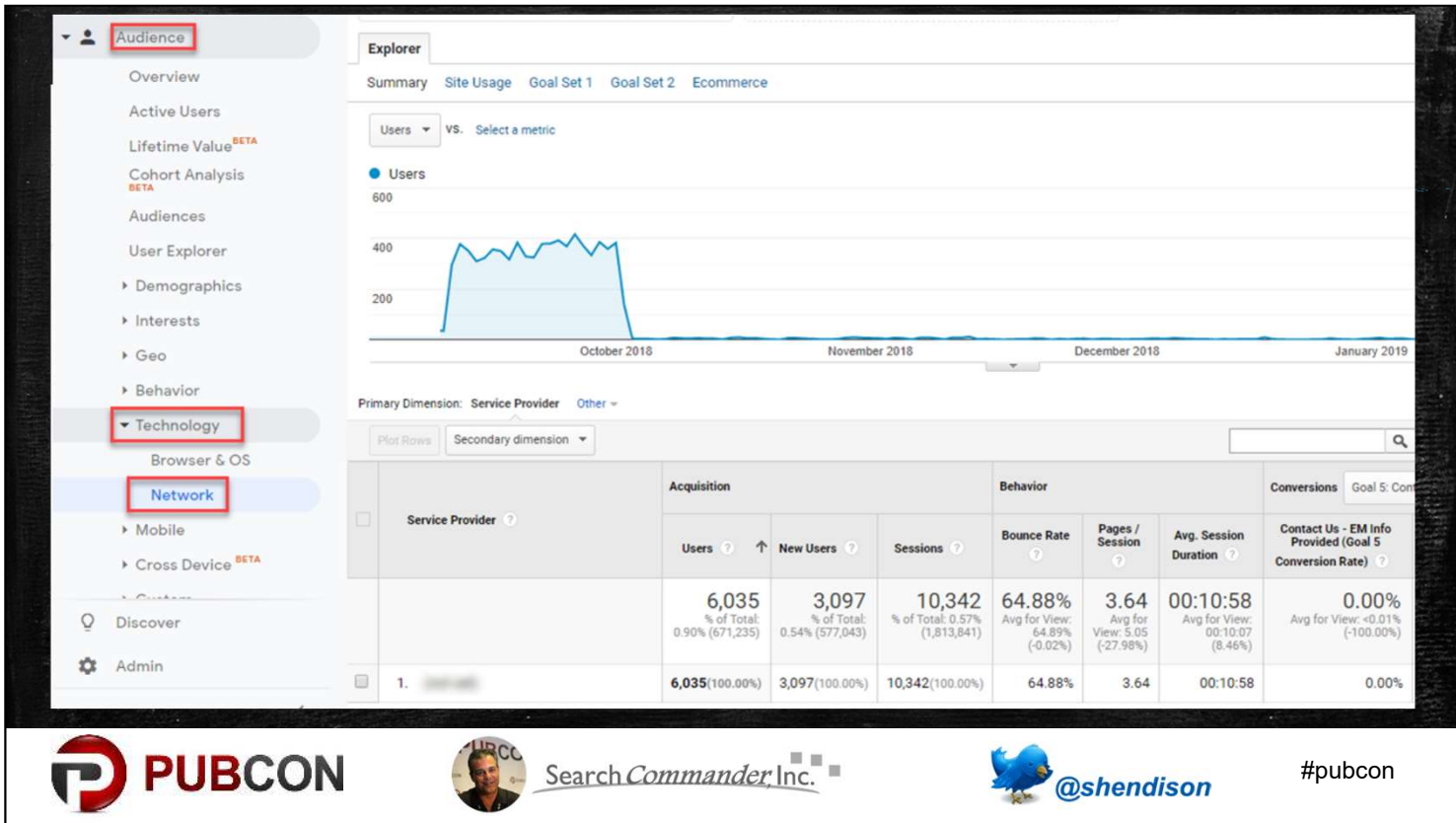
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This is full on slime. I had a client that worked w/ an agency for just a month, and they told me that when they left, their traffic went down by a lot.



Looking at their history, I could see that they were being sent over 400 “visitors” a day from one particular service provider. I’m sure none of you would ever do that, but...

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic
- Artificially lowering bounce rates



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There's a lot of conflicting information out there, some saying that bounce rates are a ranking factor. They're not, but that doesn't mean that high bounce rates are a good thing.

Analytics Help

Describe your issue

Help Center

Community

Tips > Bounce rate


Bounce rate


About bounce rate

A *bounce* is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.


Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

These single-page sessions have a session duration of 0 seconds since there are no subsequent hits after the first one that would let Analytics calculate the length of the session. [Learn more](#) about how session duration is calculated.

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There are legitimate events, like video views, form fills, newsletter signups, etc.
<http://bit.ly/335dFKX>

Non-Interaction Events

The term "Non-interaction" applies to an optional boolean parameter that can be passed to the method that sends the Event hit. This parameter allows you to determine how you want bounce rate defined for pages on your site that also include event measurement. For example, suppose you have a home page with a video embedded on it. It's quite natural that you will want to know the bounce rate for your home page, but how do you want to define that? Do you consider visitor interaction with the home page video an important engagement signal? If so, you would want interaction with the video to be included in the bounce rate calculation, so that sessions including only your home page **with** clicks on the video are not calculated as bounces. On the other hand, you might prefer a more strict calculation of bounce rate for your home page, in which you want to know the percentage of sessions including only your home page **regardless** of clicks on the video. In this case, you would want to exclude any interaction with the video from bounce rate calculation.

That's where the optional non-interaction parameter steps in. Remember that a bounce is defined as a session containing only one interaction hit. By default, the event hit is considered an interaction hit, which means that it is included in bounce rate calculations. However, when this value is set to true, the type of event hit is **not** considered an interaction hit. You can use this fact to adjust bounce rate calculations for pages that contain events. Setting this value to true means: a session containing a single page tagged with non-interaction events is counted as a bounce—even if the visitor also triggers the event during the session. Conversely, omitting this option means that a single-page session on a page that includes event measurement will **not** be counted as a bounce if the visitor also triggers the event during the same session.



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Events – There are legitimate events, like video views, form fills, newsletter signups, etc.

<http://bit.ly/2Mfm2Nz>



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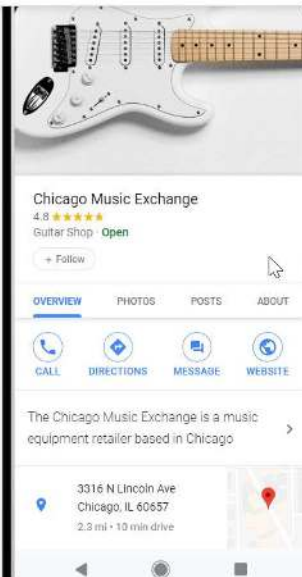
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However - events that mean NOTHING can be set up to reduce the bounce rate. Minimal scroll points, 3 seconds time spent on a page, or even a simple page view can be an event, which would lower the bounce rate.

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

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Google My Business

- A business should own their own GMB listing



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Few things are more frustrating than trying to gain legit ownership of a GMB set up by someoneelse@gmail.com

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account



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Register your agency on Google My Business

Google My Business now allows agencies to register directly with Google and receive exclusive benefits. Registered agencies can enjoy more robust account management options and Google support that's tailored to their needs.

Benefits of registering

The benefits of registering your agency with Google include:

- Google support that's focused on agency-specific needs
- Account structure that's designed for third parties to manage all their listings under one account
- Ability to create user groups to manage teams within your agency
- New and improved process to manage invitations via your agency dashboard

Get started

Help

- Overview for agencies
- Register your agency on Google My Business
- Managing organizations
- Managing user groups
- Managing location groups
- Managing invites
- Migrate a location from a personal account to an organization account
- Google My Business third party policy
- Google My Business Featured Partners



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<https://support.google.com/business/answer/7353903>

What is your agency's website?

You'll need to use a Google account that's associated with your company's email (and doesn't currently own or manage locations)

www.example.com

Next

<https://business.google.com/agencysignup>



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<https://support.google.com/business/answer/7353903>

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account
- Keyword stuffing the biz name is spam



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Get a DBA and do it right

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account
- Keyword stuffing the biz name is spam
- Fake reviews are NEVER a good idea



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There are “agencies” that specialize in getting reviews the right way



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Client Websites

Their Own Website

- Who is the domain registrar?



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Anybody ever had a clients domain expire? That IS, and SHOULD BE, our problem.

⚙️ PROFILE ▾ CONNECT ▾ MONITOR ▾ SUPPORT WHOIS ▾ LOGIN [Sign Up](#)

Whois Lookup

Enter a domain or IP address... [Search](#)

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<http://whois.domaintools.com/>

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?



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GDPR is making this harder to get for some domains, but Domain Tools gives the most complete info I've seen.

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?



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Including, the name servers, which can tell you where it's hosted. Make sure your client understands this – Hell, make sure YOU understand this. It's our job!

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns “the website”?



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Copyright law states that the creator of the website's design and content automatically becomes the legal owner of said assets.

<https://www.copyright.gov/circs/circ66.pdf>

CIRCULAR
66

Copyright Registration of **Websites and Website Content**

The Copyright Act does not explicitly recognize websites as a type of copyrightable subject matter. However, you may be able to register a website or a specific web page if it satisfies certain statutory requirements. This circular focuses on registration issues involving websites and website content. It covers

For registration purposes, a website is a web page or set of interconnected web pages, including a home page, located on the same computer or server and prepared and maintained as a collection of information by a person, group, or organization. Although a website may contain text, artwork, photographs, music, videos, or other copyrightable content, the website itself is not typically considered a copyrightable work. However, you may be able to register a website or a specific web page if it satisfies the statutory requirements for a compilation or collective work.

Websites differ from databases and computer programs for the purposes of registration. A database is a compilation



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You own the text you provide, and the pictures you take – that's it.
<https://www.copyright.gov/circs/circ66.pdf>

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns “the website”?
- Granting client access



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Clients deserve access to their own website. If you're an agency that doesn't allow this, shame on you, and if you're a client whose agency won't allow it, change agencies.

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns “the website”?
- Granting client access
- Backup and restore procedures



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This is something else that I think should be part of our job, or at LEAST make sure the client knows who's job it is, and who to contact if something goes awry.

Their Own Website

- Content for the sake of content



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Regular addition of new content seems to be an easy thing to sell and to deliver for agencies, but does anyone remember Panda?



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A lot of the content some agencies are delivering is just adding to web pollution, and instead they should deliver one high quality well researched and thoughtful post, that's well promoted.

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients



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Google

"The doctor may also use a brace or splint to reduce motion of the ankle. A

All News Images Shopping Maps More Settings Tools




About 256 results (0.61 seconds)

[Ankle Sprain Treatment Louisville | Ankle Treatment Louisville ...](#)
<https://www.eandbortho.com> › ankle-sprain ▼
Ankle sprain treatment is offered at Ellis & Badenhausen Orthopaedics in Louisville, Kentucky. A sprain is the stretching of ligaments, which connect adjacent ...

[Ankle Sprain Treatment Reston | Centreville, Washington D.C](#)
<https://www.towncenterorthopaedics.com> › ankle-sprain ▼
The doctor may also use a brace or splint to reduce motion of the ankle. Anti-inflammatory pain medications may be prescribed to help reduce the pain and ...

[Ankle Sprains Treatment Dallas, TX | Ankle Instability ...](#)
<https://www.carrellclinic.com> › ankle-sprains ▼
Ankle sprains can cause pain, swelling, tenderness, bruising, stiffness, and inability to walk or bear weight on the ankle. Ankle instability treatment is offered at ...

[Ankle Sprain Treatment Meadville | Ankle Injuries | Ankle Pain](#)

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This is a snippet of text I grabbed from a doctors very expensive website that I found in use on 256 other sites.

Google

"The doctor may also use a brace or splint to reduce motion of the ankle. A

All News Images Shopping Maps More Settings Tools




About 256 results (0.61 seconds)

Ankle Sprain Treatment Louisville | Ankle Treatment Louisville
<https://www.eandbortho.com> › ankle-sprain
Ankle sprain treatment is offered at Ellis & Badenhausen Orthopaedics in Louisville, Kentucky. An ankle sprain is the stretching of ligaments, which connect adjacent ...

Ankle Sprain Treatment Reston | Centreville, Washington D.C
<https://www.towncenterorthopaedics.com> › ankle-sprain
The doctor may also use a brace or splint to reduce motion of the ankle. Anti-inflammatory pain medications may be prescribed to help reduce the pain and ...

Ankle Sprains Treatment Dallas, TX | Ankle Instability ...
<https://www.carrellclinic.com> › ankle-sprains
Ankle sprains can cause pain, swelling, tenderness, bruising, stiffness, and inability to walk or bear weight on the ankle. Ankle instability treatment is offered at ...

Ankle Sprain Treatment Meadville | Ankle Injuries | Ankle Pain

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To make it even worse, that agency is a Google partner.

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam



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I can attest to the fact that commenting on relevant blogs worked for ranking. In case you think it still does, you're wrong.

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients



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Turning your own clients into a PBN who also all link to you is not okay



allinurl: /yposhowcase



All

Maps

Videos

Images

Shopping

More

Settings

Tools

Page 2 of about 243 results (0.38 seconds)

Surgical Weight Loss Specialists, Utah, United States

www.citycreeksurgical.com › yposhowcase

Surgical Weight Loss Specialists, Utah, United States.

Pierre Bruneau, Board Certified Orthopaedic Surgeon ...

www.bruneaumd.com › yposhowcase

Christopher C. Lai, MD. Brawley, USA. <http://www.christopherlai.md.com> · R. Shane Barton, MD. Shreveport, USA. <http://www.shanebartonmd.com> · R. Shane ...

Showcase | Dr. Yousuf | Orthopaedic Surgery Dallas, TX

<https://www.dallashipknee.com> › yposhowcase

Click here to learn more about other orthopaedic websites in our YPO showcase.

Orthopaedic Surgery ... - Showcase | Sports Medicine Atlanta

<https://www.aoisportsmedicine.com> › yposhowcase

Click here for more websites related to orthopaedics and sports medicine from the showcase.



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243 linked clients

Google

allinurl: /yposhowcase

🔍

🔊

🔍

🔍 All

📍 Maps

📺 Videos

🖼 Images

🛒 Shopping

⋮ More

⚙ Settings

🔧 Tools

Page 2 of about 243 results (0.38 seconds)

Surgical Weight Loss Specialists, Utah, United States

www.citycreeksurgical.com › yposhowcase

Surgical Weight Loss Specialists, Utah, United States.

Pierre Bruneau, Board Certified Orthopaedic Surgeon ...

www.bruneaumd.com › yposhowcase

Christopher C. Lai, MD. Brawley, USA. <http://www.christopherlai.md.com> · R. Shane Barton, MD. Shreveport, USA. <http://www.shanebartonmd.com> · R. Shane ...

Showcase | Dr. Yousuf | Orthopaedic Surgery Dallas, TX

<https://www.dallashipknee.com> › yposhowcase

Click here to learn more about other orthopaedic websites in our YPO showcase.


Orthopaedic Surgery ... - Showcase | Sports Medicine Atlanta


<https://www.aoisportsmedicine.com> › yposhowcase


Click here for more websites related to orthopaedics and sports medicine from the showcase.

Google

Partner

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243 linked clients

57

Google

allinurl: /index.asp?N=Links

All Maps Shopping News Images More Settings Tools




About 466 results (0.46 seconds)

Links - Canyon Oral & Facial Surgery
www.canyonofs.com > N=Links ▾
Links. Note: The following listing of businesses and websites is informational-only in nature and the presence of a particular business in this listing does not ...

oral surgeon Las Vegas NV - Links - Canyon Oral & Facial ...
canyonofs.com > N=Links
Canyon Oral & Facial Surgery has created this informative blog to help educate the community. If you like an article or the blog in general, please use the.

Latino Administrators Oregon - Links - OALA - Oregon ...
<https://www.oala.info> > N=Links ▾
OALA - Oregon Association of Latino Administrators - Home - 2019 OALA/Grand Canyon University \$5000 Scholarship - Latino Administrators Oregon - , , ,

dentist Seattle Capitol Hill Washington - Links - Sweet Tooth ...
sweettoothfamilydental.com > N=links ▾

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466 linked clients



allinurl: /index.asp?N=Links



All



Maps



Shopping



News



Images



More

Settings

Tools

About 466 results (0.46 seconds)

Links - Canyon Oral & Facial Surgery

www.canyonofs.com > N=Links ▼

Links. Note: The following listing of businesses and websites is informational-only in nature and the presence of a particular business in this listing does not ...

oral surgeon Las Vegas NV - Links - Canyon Oral & Facial ...

canyonofs.com > N=Links

Canyon Oral & Facial Surgery has created this informative blog to help educate the community. If you like an article or the blog in general, please use the.

Latino Administrators Oregon - Links - OALA - Oregon ...

<https://www.oala.info> > N=Links ▼

OALA - Oregon Association of Latino Administrators - Home - 2019 OALA/Grand Canyon University \$5000 Scholarship - Latino Administrators Oregon - , , ,

dentist Seattle Capitol Hill Washington - Links - Sweet Tooth ...

sweettoothfamilydental.com > N=Links ▼



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466 linked clients

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links



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Just because it works, renting links for clients without full disclosure is not okay

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations



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Lastly, I want to mention new site migrations

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations OMG!



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A major microbrewery spent \$130,000 on a WordPress website, only for me to discover nearly a year later that their old site was BOTH, noindexed AND never 301'd. This should be legally actionable, and if they'd sued, they probably would have won.

Resource Links

- Moving Google Analytics - <https://bit.ly/movingGA>
- Bounce rates <http://bit.ly/335dFKX>
- Non interaction Events - <http://bit.ly/2Mfm2Nz>
- Google Agency info <https://support.google.com/business/answer/7353903>
- Google Agency registration - <https://business.google.com/agencysignup>
- Moving a Google Analytics property – <https://bit.ly/movingGA>
- Coyright Law for websites - <https://www.copyright.gov/circs/circ66.pdf>
- Reusing content - <http://bit.ly/35lyfbV>
- Link schemes <http://bit.ly/30lsMsp> and <http://bit.ly/2oN7MDu>
- Domain Tools - <http://whois.domaintools.com/>
- Client Blog Network - <http://bit.ly/30lsMsp>
- Client Blog Network - <http://bit.ly/2oN7MDu>



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I'm looking for more link schemes that are run by Google partners besides these two: <http://bit.ly/30lsMsp> and <http://bit.ly/2oN7MDu>

allinurl: /index.asp?N=Links

<http://bit.ly/30lsMsp>

No longer a partner but claim to be

<https://www.weomedia.com/index.asp?N=BLOG-19435-2015.3.10-Proud-to-Be-a-Certified-Google-Partner&C=256&P=0>

allinurl: /yposhowcase

<http://bit.ly/2oN7MDu>

<https://www.google.com/partners/agency?id=4720209882>

Thank You

Slides can be downloaded here...

<http://bit.ly/pubcon-scott-2019>

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Thank you, and I hope you have an optimal day!